SHRI SAMAR MUKHERJEE: They have reduced it on their own. They are withholding supplies.

MR. CHAIRMAN: The Question Hour is over.

SHRI SUKH RAM: Sir, I may add one thing.....

MR. CHAIRMAN: You cannot.

SHRI M. A. BABY: They are not increasing the supply to Kerala. That is the point.

WRITTEN ANSWERS TO QUESTIONS

Polluted Drinking Water Supply in Delhi

*141. SHRI D. B. CHANDRE GOWDA: Will the Minister of URBAN DEVELOPMENT be pleased to state:

(a) whether it is a fact that due to polluted drinking water supply in the capital, a large number of persons have been affected by Cholera and gastro-enteritis epidemic;

(b) if so, what steps Government have taken to provide safe drinking water to the residents of Delhi;

(c) whether the samples of drinking water have been lifted from different areas of the city and tested; and

(d) if so, what are the results of the tests of the samples so lifted?

THE MINISTER OF URBAN DEVELOPMENT (SHRIMATI MOHSINA KIDWAI): (a) to (d) It is a fact that there has been an outbreak of gastro-enteritis and cholera in the capital in July, 1988 affecting a large number of persons. The focal outbreak of gastro-enteritis, which is a water borne disease, is mainly attributable to the residents of the affected areas consuming water from hand-pumps, drawing water from relatively shallow depths, which had got contaminated owing to insanitary conditions. In the affected areas, where there is no filtered water supply or there is acute shortage thereof, potable water is being supplied through water tankers or trucks carrying water containers. Public hydrants have also been installed for the supply of potable water. Samples of water supplied from and through the distribution system of the Municipal Corporation of Delhi, are being taken regularly and the results have been found to conform to the standards.

Committee on Problems of Agricultural Marketing in Punjab

*142. SHRI HARVENDRA SINGH HANSPAL: Will the Minister of AGRICULTURE be pleased to state:

(a) whether Government propose to set up a Committee to study the problems of agricultural marketing in Punjab to boost rural economy;

(b) if so, by when the proposed Committee is likely to be set up;

(c) whether Government also propose to have the views of the State Government before finalising any decision in this regard; and

(d) if so, the details thereof?

THE MINISTER OF STATE IN THE DEPARTMENT OF RURAL DEVELOPMENT IN THE MINISTRY OF AGRICULTURE (SHRI JANARDHAN POOJARI): (a) No, Sir.

(b) to (d) Does not arise.

Social Impact of Various Programmes of Doordarshan

*143. SHRI PAWAN KUMAR BANSAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether any feed back is available with Government to gauge the social impact as distinguished from popularity of the various programmes and also the advertisements telecast by Doordarshan;

(b) if so, what are the details thereof; and

(c) if not, whether there is any proposal to elicit public opinion about the same and to ensure the observance of the provisions of the Indecent Representation of Women (Prohibition) Act, 1986?

THE MINISTER OF PARLIAMENTARY AFFAIRS AND THE MINISTER OF INFORMATION AND BROADCASTING (SHRI H. K. L. BHAGAT): (a) to (c) Government had commissioned a study by Karve Institute of Social Services, Pune to study 'Social Impact of Television in India'. The study covered 14000 viewers and non-viewers in metro, urban, rural and tribal regions of five representative States of the country. The main objective of the study was to find out how the viewers and non viewers percieve the impact of TV on the major sociological aspect of their lives. Some of the important findings emerging out of the study are as follows:—

(i) In all regions there has been a greater impact on the awareness of the respondents regarding values of national integration, women's equality and ills of untouchability;

(ii) Impact is found on daily routine of viewers and non-viewers;

(iii) Impact is greater in metro region and least in rural and tribal region on account of low viewership;

(iv) Impact varies from region to region on account of variation in the times for daily activities which are not changed;

(v) Impact is more on younger age group;

(vi) Impact on the daily routine of female respondents has been greater;

(vii) In a joint family, the impact is less;

(viii) The intensity of the impact varies depending upon various factors like the programme content, format, viewers perception etc.;

(ix) Male respondents have received greater impact on knowledge and awareness than female respondents;

(x) More advanced and enlightened a respondent, greater is the impact on knowledge and awareness;

(xi) The middle class is the most receptive;

(xii) Relatively speaking, the middle age group has not shown as much impact as others;

(xiii) Watching TV at a own home creates more impact;

(xiv) TV has shown greater capacity to make an impact on beliefs and attitudes than other media;

(xv) The same programme causes reinforcement of existing beliefs and attitudes;

(xvi) There is a positive relationship between education and the impact;

(xvii) Sports has received statistically a high impact.

A study on 'Social Impact of TV Advertising' was given to Dynamic Market Research Centre. A pilot study in Delhi has revealed that TV commercials are considered to be interesting, enjoyable and informative in all age and income groups. By and large, no apparent economic frustration caused by TV advertisements has surfaced.

Improving the quality of the Doordarshan programmes is a continuous process and all these studies will guide Doordarshan to further improve the quality of programmes.

The Code for Commercial Advertising in Doordarshan has been prepared keeping in view the provision contained in the Indecent Representation of Women (Prohibition) Act, 1986.